

BRANDON SYSTEMS INSTITUTE

1611 North Kent Street, Arlington, Virginia 22209

BULK MAILING

PERMIT

NO. 40616

Washington, D.C.

MR TED NELSON
SYS CONS
BOX 32
SCHOOLEYS MTN NJ 07870

A Division of BRANDON APPLIED SYSTEMS, INC.



BRANDON SYSTEMS INSTITUTE

1611 North Kent Street, Arlington, Virginia 22209 Tel.: (703) 525-2620

BRANDON PRESENTS A WORKSHOP
APPROACH TO DATA BASE MANAGEMENT

Dear Sir:

Whether you are planning for a third generation conversion, or already experiencing the problems resulting from third generation equipment usage, this new course might be just what the doctor ordered.

DATA BASE MANAGEMENT WORKSHOP will be given in your area in December and January. It is a five-day, technique-oriented course in data base systems.

The purpose of this training is to present to senior systems analysts, to data processing managers and to computer staff a disciplined approach to the design and the management of third generation data base systems.

The enclosed brochure describes in detail the outline and schedule for this invaluable Brandon course.

Each student is requested to bring a representative data base design problem from his own organization. During the course, each student will receive guidance in identifying

- service requirements expected from the data base,
- data base design alternatives,
- criteria for selection of design alternatives, and
- problems in maintaining the data base and controlling access to it.

The lectures are presented on selected advanced data base design topics. The major portion of the course consists of workshop activities during which the student applies the concepts discussed to his own data base problems.

Brandon instructors "know their field". The Brandon Systems Institute requires each instructor to remain active as a consultant in the subject he is teaching. Thus our instructors are practical in their approach, up to date on real-world problems, and most important, competent to answer questions and offer realistic advice.

Register now for the session nearest you:

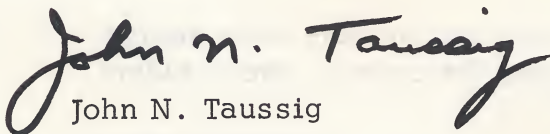
Chicago: December 2 - 6

New York: December 9 - 13

Washington: January 20 - 24

Mail the enclosed registration card today, or if you prefer call us to register or to answer any questions.

Sincerely,



John N. Taussig
General Manager

business reply card

No Postage Stamp Necessary If Mailed In The United States

Postage Will Be Paid By

BRANDON SYSTEMS INSTITUTE
1611 North Kent Street
Arlington, Virginia 22209

FIRST CLASS

PERMIT NO. 1353

ARLINGTON, VA.



SEMINAR LOCATIONS:

Chicago, Ill.

The Water Tower
Hyatt House
800 N. Michigan Ave.
(312) 943-5600

New York, N.Y.

Hotel St. Moritz
50 Central Park South
(212) 755-5800

Washington, D. C.

Sheraton-Carlton Hotel
16th & K Sts., N.W.
(202) 638-2626

BUSINESS OFFICES

New York, N. Y.

30 East 42nd Street
(212) YU 6-1518

Arlington, Virginia

1611 North Kent Street
(703) 525-2620



BRANDON
SYSTEMS
INSTITUTE

DATA BASE MANAGEMENT WORKSHOP

Chicago
December 2-6

New York
December 9-13

Washington
January 20-24

register me for:

DATA BASE
MANAGEMENT
WORKSHOP

- ☐ Chicago
December 2-6
- ☐ New York
December 9-13
- ☐ Washington
January 20-24

Name: _____

Title: _____

Firm: _____

Street: _____

City: _____ State: _____ Zip: _____

☐ Bill Me

☐ Bill My Company

☐ Check Enclosed

BIOGRAPHICAL INFORMATION (For Use in Assigning Workshop Groups)

Primary Responsibility: _____

Applications Experience: _____

Data Processing Experience: _____

Previous Courses Attended: _____

Please attach a Separate Sheet with any Other Pertinent Information

BRANDON SYSTEMS INSTITUTE



DATA BASE MANAGEMENT WORKSHOP

**Chicago
December 2-6**

**New York
December 9-13**

**Washington
January 20-24**

data processing seminar

DATA BASE MANAGEMENT WORKSHOP

The purpose of this course is to present to senior systems and computer staff a disciplined approach to the design and management of data base systems.

Each student is requested to bring to the course a representative data base design problem from his organization. During the course, each student receives guidance in identifying:

- the service requirements expected from the data base,
- potential data base design alternatives,
- criteria for selection of design alternatives,
- problems in maintaining the data base and controlling access to it.

Lectures are presented on selected advanced data base design topics. The major portion of the seminar consists of workshop activities during which the students apply the concepts discussed concerning their specific problems.

To make certain that all persons attending the course are able to benefit from it, enrollment is limited to those who have attended a basic training course in data base design or who have appropriate equivalent experience. Please complete the registration form giving full information which will assist in team assignments and qualifications.

COURSE OUTLINE

Data Base Management Workshop

Day 1

MORNING

Introduction

Scope . . . Objectives . . . Review of mass storage devices and techniques

Structural Techniques

Indexes . . . Lists . . . Trees

Complex Data Structures

Hierarchical . . . Involute

Steps in Data Base Design

Problem Analysis . . . Requirements Statement . . . Logical Organization of data base . . . Physical design of data base . . . Data base maintenance and retrieval planning . . . Construction of Data Glossary

Day 1 (Continued)

AFTERNOON

Exercise in Data Base Design

The students perform a simple exercise in data base design. The design problem, which is provided by the instructors, provides disciplined approach for later consideration of student problems.

EVENING

Student Presentations on Data Base Exercise

The student teams present their solutions to the problem for instructor review. Instructor critiques are made.

Day 2

MORNING

Data Definition and Control

Directories . . . Compools . . . Device independent data description

Review of Query Languages

Types of Notation

Tabular . . . Pseudo-Natural . . . Imbedded Languages

Review of Search Strategies

AFTERNOON AND EVENING

Workshop Session

Each student begins work on his specific problem using instructor-stipulated outline to provide a standard statement of the problem definition including:

data sources . . . maintenance requirements . . . retrieval requirements . . . user access . . . control and security constraints

Day 3

MORNING

Workshop Session

Each student presents to an instructor and a small group of students his specific data base problem definition. Both student and instructor critiques are given.

Workshop Session—Instructors' Summary

The instructors summarize the major points covered in the problem definition and highlight significant problems presented by the students.

Day 3 (Continued)

AFTERNOON

Multi-Level Storage Techniques

Media analysis . . . Pagination

Optimization of Search and Retrieval

File Inversion . . . List fragmentation . . . Heuristic techniques . . . Managing complex queries

The Processing Language Interface

File compatability . . . Systems language interaction

EVENING

Workshop Session

The student outlines, with instructor guidance, the organization of his data base including media selection and file structure. The student is also required to outline the procedure for creating the file from existing or new sources.

Day 4

MORNING

Workshop Session — Continued

AFTERNOON

Workshop Session

Each student presents his design outline to an instructor and a small group of students. Instructor and student critiques are given.

EVENING

Workshop Session

Each student outlines the maintenance and retrieval scheme for his problem and plan for one major restructuring of the file.

Day 5

Workshop Session

Each student presents to an instructor and a small group of students his design, retrieval and restructuring solution. Instructor critiques are given.

Course Summary

Review of steps in Data Base Design . . . Summary of Selected Student Problems

PRINCIPAL INSTRUCTORS

Max Gray, Vice President — Professional Services Brandon Applied Systems, Inc.

Mr. Gray is a specialist in installation management. His areas of concentration include the development of methods and performance standards, evaluation of installation performance, evaluation and selection of equipment, and designing and implementation of data processing applications. During ten years in data processing, Mr. Gray's practical experience has encompassed the administration of complex planning and development projects, supervision of programming and operating personnel, and organization of managerial and technical training programs.

A. M. Ficarra, Senior Consultant Brandon Applied Systems, Inc.

Mr. Ficarra is a specialist in development of installation standards. His experience includes both scientific and commercial environments. He has concentrated in the areas of project and operations control systems, methods standardization for systems and programming staffs, data processing planning, management auditing, and design and implementation of large scale systems. His background includes project management, technical writing and high level computer language translation.

Gary S. Popkin, Senior Consultant Brandon Applied Systems, Inc.

In his eight years in data processing Mr. Popkin has served as consultant, systems analyst, and instructor. He has supervised systems design and programming activities, performed feasibility studies, evaluated and recommended equipment, written and installed data processing standards, and worked on a large-scale real-time information retrieval system.

Mr. Popkin was formerly a systems engineer for the International Business Machines Corporation, specializing in large-scale computer systems.

REGISTRATION AND FEES: Registrations are accepted by mail or telephone at both the Washington, D. C. and New York offices. The registration fee is \$400, including course materials and luncheons.

Because there is normally a waiting list of those wishing to attend each course offering, there is a \$35 charge for cancellation . . . unless the cancellation is received in writing one week in advance of the course offering.

SEMINAR LOCATIONS

Chicago: The Water Tower Hyatt House is holding a block of rooms for student registration. Rates are \$22.00 per night for singles and \$28.00 per night for a twin bed room. The hotel is located at 800 N. Michigan Avenue, Chicago, Illinois 60611 (312) 943-5600.

New York: The Hotel St. Moritz is holding a block of rooms for student registration. Rates are \$14-to-\$21 for single rooms. The hotel is at 50 Central Park South, New York, N.Y., (212) PLaza 5-5800.

Washington: The Sheraton Carlton Hotel is located in the heart of Washington's business district at Sixteenth and K Streets, N.W. The hotel is holding a block of rooms for student registrations. Room rates are \$22.50 for singles and \$27.50 for doubles. (202) 638-2626.

BRANDON SYSTEMS INSTITUTE is the training division of BRANDON APPLIED SYSTEMS, INC., the international data processing consulting firm. Instructors for all courses are drawn from the staff of BRANDON APPLIED SYSTEMS, INC., and are senior consultants active in the subject they are teaching.

For an outline of other courses in the current program, write:

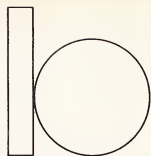
BRANDON SYSTEMS INSTITUTE

1611 North Kent Street
Arlington, Virginia 22209
Tel.: (703) 525-2620

30 East 42nd Street
New York, New York 10017
Tel.: (212) 986-1518

A Division of BRANDON APPLIED SYSTEMS, INC.

BRANDON SYSTEMS INSTITUTE



**WINTER
1968-69**

data processing seminar schedule



1968-69 WINTER SCHEDULE DECEMBER-FEBRUARY

Dear Sir:

One thing is certain: in the data processing industry, change is a necessary fact of life. What are you doing, if anything, to keep abreast of these changes? Is your on-the-job training enough to develop your professional skills?

Brandon Systems Institute is the largest independent advanced data processing training organization in the United States. Our instructors "tell it like it is." As experienced consultants, you benefit from their experience in the subjects they teach. The accent is always on the practical, technique-oriented approach.

The seminars are comprehensive yet concise, and presented throughout the country in order to minimize your travel time.

We are number one in systems and standards, *and* we still try harder.

The attached enrollment card will enable you to register at a time and place most convenient.

We look forward to seeing you.

Sincerely,

John N. Taussig
General Manager

DATA PROC

Data Base Organization and Management

Management Standards for Data Processing

Documentation Standards

Computer Systems Analysis Techniques

Project Control Systems for Data Processing

Effective Programming Management

Basic Business Systems Analysis

Computer Operations Management and Control

Converting to Third Generation Systems

Decision Tables: Principles and Applications

User's Role in Systems Development

Data Base Management Workshop

Basic Business

PROCESSING SEMINAR SCHEDULE

ATLANTA	BOSTON	CHICAGO	DALLAS	NEW YORK	SAN FRANCISCO	WASHINGTON
Dec 9-10	Jan 27-28	Feb 10-11	Jan 6-7	Jan 20-21	Jan 13-14	Dec 2-3 Feb 17-18
Dec 11-12	Jan 29-30	Feb 12-13	Jan 8-9	Jan 22-23	Jan 15-16	Dec 4-5 Feb 19-20
Dec 13	Jan 31	Feb 14	Jan 10	Jan 24	Jan 17	Dec 6 Feb 21
Dec 16-17	Jan 20-21	Jan 6-7	Feb 17-18	Dec 9-10 Feb 10-11	Feb 3-4	Jan 13-14 Feb 24-25
Dec 18	Jan 22	Jan 8	Feb 19	Dec 11 Feb 12	Feb 5	Jan 15 Feb 26
Dec 19-20	Jan 23-24	Jan 9-10	Feb 20-21	Dec 12-13 Feb 13-14	Feb 6-7	Jan 16-17 Feb 27-28
		Feb 3-7		Dec 2-6 Jan 13-17 Feb 17-21		Dec 16-20 Jan 27-31
Feb 24-26	Jan 6-8	Dec 16-18	Feb 3-5	Jan 27-29	Jan 20-22	Dec 9-11 Feb 10-12
				Jan 30-31		Dec 12-13
Feb 27-28	Jan 9-10		Feb 6-7		Jan 23-24	
		Dec 19-20				Feb 13-14
Feb 10-14		Dec 2-6	Jan 27-31	Feb 24-28 Dec 9-13	Jan 6-10	Jan 20-24

Systems Analysis — II — Workshop: In-House Basis Only

REGISTRATION AND FEES

To register, write or phone the Registrar, Brandon Systems Institute, at the Arlington or New York addresses listed below. Fees, including luncheon and course materials, are:

NUMBER OF SEMINAR DAYS

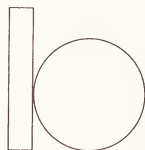
1	2	3	4	5
\$100	\$175	\$250	\$325	\$400

These prices apply to both individual seminars and to seminars in a series. The \$250 fee for three seminar days, for example, may be applied to a three-day seminar or to a series consisting of a two-day and a one-day seminar.

Because there is normally a waiting list of those wishing to attend each

course offering, there is a \$35 charge for cancellation . . . unless the cancellation is received in writing one week in advance of the course offering.

Seminar locations will be provided at time of registration, and included in subsequent course announcements.



BRANDON SYSTEMS INSTITUTE

1611 North Kent Street
Arlington, Virginia 22209
Tel.: (703) 525-2620

30 East 42nd Street
New York, New York 10017
Tel.: (212) 986-1518

REGISTRATION OR INFORMATION REQUEST

Please register the persons named below in _____
(name of course)

to be given on _____ at _____
(date or dates) (city)

Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone Number: Area Code _____ / _____

☐ Please send information on your in-house training programs.

☐ Please send information on the following courses: _____

☐ Payment Enclosed

☐ Bill My Company

☐ Bill Me

**ABOUT THE
BRANDON ORGANIZATION —
where EDP training is a
natural outgrowth.**

Brandon Applied Systems, Inc. is an international technical management consulting firm specializing in information and data processing systems. The Company, founded in early 1964 by a group of long-experienced data processing professionals, offers a wide range of services, including: *management audit, feasibility studies, planning and implementation, standards development and implementation, systems design and programming, technical writing, market and product planning . . . and training.* Training emerged early as a much-in-demand service when clients recognized that instruction of personnel was a particularly effective part of a Brandon Applied Systems consulting contract. The development of private, in-company courses soon led to a widely accepted group of publicly available courses designed to bring about more effective

management and control of computer installations. In 1966 Brandon Systems Institute was formally organized as the training division of the Company. The Institute courses, conducted throughout the year and at several different cities, offer instruction from those senior consultants of the Company who are continually active in the subjects they teach. Brandon/Systems Press, the publishing division of the Company, produces texts, reference books, special materials and, in cooperation with Moody's Investors Service, Inc., publishes the "Computer Industry Survey," a continuous analysis of the technical and financial aspects of the industry. In addition to its headquarters and publishing division in New York City, the Company maintains offices in Washington, Princeton, Chicago, and London, England, and has affiliates in Scandinavia and Australia. For additional information about the services of Brandon Applied Systems, Inc., contact any of the offices listed.

FIRST CLASS
PERMIT NO. 1353
Arlington, Va.

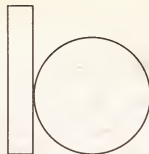
BUSINESS REPLY CARD

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Arlington, Virginia 22209

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1611 North Kent Street
Arlington, Virginia 22209



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Washington, D. C.

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SYS CONS
BOX 32
SCHOOLEYS MTN NJ 07870

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BRANDON SYSTEMS INSTITUTE

1611 North Kent Street, Arlington, Virginia 22209

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NO. 40616

Washington, D. C.

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MR TED NELSON
SYS CONS
BOX 32
SCHOOLEYS MTN NJ 07870

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A Division of BRANDON APPLIED SYSTEMS, INC.

business reply card

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Postage Will Be Paid By

BRANDON SYSTEMS INSTITUTE
1611 North Kent Street
Arlington, Virginia 22209

FIRST CLASS

PERMIT NO. 1353

ARLINGTON, VA



BRANDON
SYSTEMS
INSTITUTE

SEMINAR LOCATIONS:

New York, N.Y.

Hotel St. Moritz
50 Central Park South
(212) 755-5800

Atlanta

Marriott Motor Hotel
Courtland & Cain Sts., N.E.
(404) 688-6500

Chicago, Ill.

The Water Tower
Hyatt House
800 N. Michigan Ave.
(312) 943-5600

Washington, D. C.

Sheraton-Carlton Hotel
16th & K Sts., N.W.
(202) 638-2626

Boston

The Statler Hilton
Arlington Street on
Park Square
(617) 426-2000

BUSINESS OFFICE

Arlington, Virginia

1611 North Kent Street
(703) 525-2620

**COMPUTER SYSTEMS
ANALYSIS TECHNIQUES**

New York
December 9-10
Atlanta
December 16-17
Chicago
January 6-7
Washington
January 13-14
Boston
January 20-21

**PROJECT CONTROL SYSTEMS
FOR DATA PROCESSING**

New York
December 11
Atlanta
December 18
Chicago
January 8
Washington
January 15
Boston
January 22

**EFFECTIVE PROGRAMMING
MANAGEMENT**

New York
December 12-13
Atlanta
December 19-20
Chicago
January 9-10
Washington
January 16-17
Boston
January 23-24

72A

register me for:

Name: _____

Title: _____

Firm: _____

Street: _____

City: _____ State: _____

Phone: _____ Zip: _____

ADDITIONAL STUDENTS:

Name: _____

Title: _____

Name: _____

Title: _____

☐ Bill Me

☐ Bill My Company

☐ Check Enclosed

**COMPUTER SYSTEMS
ANALYSIS TECHNIQUES**

☐ New York
December 9-10
Atlanta
December 16-17
Chicago
January 6-7
Washington
January 13-14
Boston
January 20-21

**PROJECT CONTROL
SYSTEMS FOR DATA
PROCESSING**

☐ New York
December 11
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December 18
Chicago
January 8
Washington
January 15
Boston
January 22

**EFFECTIVE PROGRAMMING
MANAGEMENT**

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December 12-13
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December 19-20
Chicago
January 9-10
Washington
January 16-17
Boston
January 23-24



BRANDON SYSTEMS INSTITUTE

1611 North Kent Street, Arlington, Virginia 22209 Tel.: (703) 525-2620

VALUABLE DATA PROCESSING SEMINARS OFFERED BY BRANDON IN YOUR AREA

Dear Sir:

In December and January, Brandon Systems Institute is offering a week-long, three-course series.

First, COMPUTER SYSTEMS ANALYSIS TECHNIQUES, designed for systems managers and senior systems analysts, puts the overall systems mission into clear focus. The major emphasis is on ways to achieve a better organized systems effort; in effect, systems control. The course concentrates on presenting criteria to conduct a feasibility study, while examining your present systems to determine the need for change. The course also covers new systems design for planned computer installations. In so doing, we offer standards for systems design, with emphasis on guidelines and checkpoints which will help get the job done efficiently and effectively.

Next, two important Brandon courses addressed to the problems, requirements and techniques involved in achieving better programming management are offered.

PROJECT CONTROL SYSTEMS FOR DATA PROCESSING
is the natural forerunner to the workshop course that follows it. Here, in one day, the student learns workable, proven methods for controlling systems and programming projects.

Immediately following "Project Control", which is a prerequisite, Brandon presents . . .

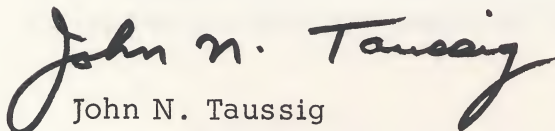
EFFECTIVE PROGRAMMING MANAGEMENT . . . which sets up a "workshop" environment with actual case problems the students solve as teams. After receiving the systems description, deadline for completion and preliminary budget. . .each team must work towards developing a detailed project plan and establishing a new budget. Typical problems occur in the project and decisions have to be made on what management action needs to be taken.

The objective of Effective Programming Management can best be described as: "To provide the student with a two day workshop and case study exercise in which he will obtain experience in identifying, selecting and applying various techniques, concepts, and principles required to effectively manage a project."

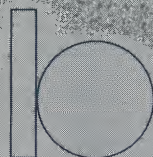
Additional course details are noted in the enclosed brochure with the dates and fees indicated.

Return the registration card now. We are looking forward to seeing you at this solid week of data processing instruction.

Sincerely,

A handwritten signature in cursive script that reads "John N. Taussig". The signature is written in dark ink and is positioned above the printed name and title.

John N. Taussig
General Manager



**COMPUTER
SYSTEMS
ANALYSIS
TECHNIQUES**

**New York
December 9-10**

**Atlanta
December 16-17**

**Chicago
January 6-7**

**Washington
January 13-14**

**Boston
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**PROJECT
CONTROL
SYSTEMS FOR
DATA
PROCESSING**

**New York
December 11**

**Atlanta
December 18**

**Chicago
January 8**

**Washington
January 15**

**Boston
January 22**

**EFFECTIVE
PROGRAMMING
MANAGEMENT**

**New York
December 12-13**

**Atlanta
December 19-20**

**Chicago
January 9-10**

**Washington
January 16-17**

**Boston
January 23-24**

data processing seminars

COMPUTER SYSTEMS ANALYSIS TECHNIQUES

COURSE OBJECTIVE: Presents an organized, unified body of techniques for the conduct of systems analysis projects, and a defined discipline of systems analysis for use in present and planned computer installations.

COURSE OUTLINE

First Day

Introduction

Objectives . . . Organization

Scope of the Course

Types of Information Systems . . . Operating Modes . . .
Elements of the System . . . Prerequisites for Systems
Analysis and Design . . . The Systems Development Process

The System Survey

Objectives and Functions . . . Judgment Factors . . . Survey
Tasks . . . Planning and Scheduling . . . Presentation of
Survey Results . . . Alternatives to the System Survey . . .
Equipment Evaluation and Selection

Data Gathering and Analysis Techniques

Objectives . . . Interviewing and Collection Techniques . . .
Data Organization and Correlation . . . Tabular Techniques
for Analyzing Data

Data Base Organization and Design

Functions of the Data Base . . . Classification of Files . . .
Logical Structure . . . Definition of Physical Requirements
. . . Control of Files

Second Day

Organization and Design of System Processes and Procedures

Reasons for Segmenting the System . . . Alternatives for
Segmenting the System . . . Criteria for Design—The Proc-
ess Profile . . . Input/Output Management Systems . . .
Equipment Considerations . . . Use of Generalized File
Processors

Systems Testing and Conversion

Systems Test Planning . . . Systems Test Control . . . Con-
version Planning . . .

User Training

Objectives . . . Initial Training . . . Intermediate Training . . .
Implementation Training . . . General Training

Systems Maintenance

Objectives . . . Priorities . . . Approach . . . Communication
of Maintenance Requests . . . Response to the Maintenance
Request

Documentation

Types and Functions . . . Organization of Documentation
. . . Library Control

PROJECT CONTROL SYSTEMS FOR DATA PROCESSING

COURSE OBJECTIVE: Presents workable, orderly methods for controlling systems and programming projects.

COURSE OUTLINE

Project Selection

- Analysis of User Request
- Preliminary Task Outline
- Estimating Resource Requirements

Project Authorization

- Priority Assignment
- Defining User Commitment
- Management Approval

Establishing the Project Plan

- Developing Detailed Task Outline
- Determining the Skills Required
- Establishing Project Checkpoints

Estimating Techniques

- For Systems Development
- For Programming

Personnel Assignment

Project Scheduling

- Quantifying Resource Assumptions
- Scheduling Techniques

Project Budgeting

Project Control

- What to Look for at Checkpoints
- Effect of System Changes

Implementing Project Control Systems

- Identifying Elements to Be Controlled
- Testing the Project Control System
- Installing the Project Control System

EFFECTIVE PROGRAMMING MANAGEMENT

Course Objectives: This course is designed to provide experience in the application of management principles to programming projects. All persons attending the two day Effective Programming Management course must have attended the one day Project Control Systems for Data Processing course which always precedes this course. This course is recommended for programmers and analysts who are assuming supervisory responsibilities and for managers and staff personnel who must develop and install project and programming management controls.

COURSE OUTLINE

FIRST DAY

Scope of the Course

- Course Objectives
- Course Organization
- Methods of Critique and Evaluation

Introduction to the Case Study

- Case Study Background and Environment
- Review of Project Authorization and Selection

Project Plan Development

- Planning and Scheduling Techniques
- Task Definition
- Personnel Assignment
- Estimation of Programming and Testing Requirements
- Task Scheduling
- Identification of Project Review Procedures

EVENING

Project Control Procedures—First Cycle (Programming)

- Evaluation of Project Progress and Performance
- Identification of Required Management Actions

SECOND DAY

Project Control Procedures—Second Cycle (Initial Testing)

- Evaluation of Project Progress and Performance
- Identification of Required Management Actions

Planning for Testing Conversion and Installation

Project Plan Revision

- Re-planning and Re-scheduling for Testing and Conversion Tasks
- Evaluation of Project Review Procedures

An Evolutionary Project Planning and Control Scheme

- Instructor Critique of Revised Plans (including a Summary/Review of the Course)

PRINCIPAL INSTRUCTORS

Max Gray, Vice President—Professional Services Brandon Applied Systems, Inc.

Mr. Gray is a specialist in installation management. His areas of concentration include the development of methods and performance standards, evaluation of installation performance, evaluation and selection of equipment, and designing and implementation of data processing applications. During ten years in data processing, Mr. Gray's practical experience has encompassed the administration of complex planning and development projects, supervision of programming and operating personnel, and organization of managerial and technical training programs.

A. M. O'Reilly, Manager, Washington Office Brandon Applied Systems, Inc.

Mr. O'Reilly is a specialist in data processing management. He has concentrated in areas of organization planning, preparation of equipment specifications, evaluation and selection of equipment, implementation of methods and standards for programming and systems staffs, long-term budgetary planning, and design and implementation of data processing applications. His background includes supervision of programmers, systems analysts, operating personnel and technical staffs.

Edwin E. Klein Director of Technical Services (New York) Brandon Applied Systems, Inc.

In his eight years in data processing, Mr. Klein has served as systems director, senior consultant, and data processing instructor. He has supervised programming, systems analysis, and consulting groups; and the implementation of commercial batch-processing and random access systems. He has performed data processing audits of installations, including organizational and systems assessments and acted as advisor to management for data processing activities.

REGISTRATION AND FEES

To register, write or phone the Registrar, Brandon Systems Institute, at the Washington or New York addresses listed below. Fees, including luncheon and course materials, are:

NUMBER OF SEMINAR DAYS

1	2	3	4	5
\$100	\$175	\$250	\$325	\$400

These prices apply to both individual seminars and to seminars in a series. The \$250 fee for three seminar days, for example, may be applied to a three-day seminar or to a series consisting of a two-day and a one-day seminar.

Because there is normally a waiting list of those wishing to attend each course offering, there is a \$35 charge for cancellation . . . unless the cancellation is received in writing one week in advance of the course offering.

SEMINAR LOCATIONS

New York: The Hotel St. Moritz is holding a block of rooms for student registration. Rates are \$14-to-\$21 for single rooms. The hotel is at 50 Central Park South, New York, N.Y., (212) PLaza 5-5800.

Atlanta: The Atlanta Marriott Motor Hotel is located at Courtland and Cain Streets, N.E. The hotel has set aside a block of rooms for student registration. Room rates are \$18-20 for singles and \$22-25 for doubles. (404) 688-6500.

Chicago: The Water Tower Hyatt House is holding a block of rooms for student registration. Rates are \$22.00 per night for singles and \$28.00 per night for a twin bed room. The hotel is located at 800 N. Michigan Avenue, Chicago, Illinois 60611 (312) 943-5600.

Washington: The Sheraton Carlton Hotel is located in the heart of Washington's business district at Sixteenth and K Streets, N.W. The hotel is holding a block of rooms for student registrations. Room rates are \$22.50 for singles and \$27.50 for doubles. (202) 638-2626.

Boston: The Statler Hilton Boston is located on Arlington Street on Park Square. The hotel has set aside a block of rooms for student registration. Room rates are \$17 for singles and \$24 for doubles. (617) 426-2000.

ABOUT THE BRANDON ORGANIZATION— where EDP training is a natural outgrowth.

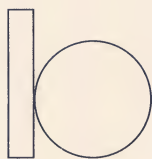
Brandon Applied Systems, Inc. is an internationally recognized management consulting firm specializing in information and data processing systems. The Company, founded in early 1964 by a group of long-experienced data processing professionals, offers a wide range of services, including: *management audit, feasibility studies, planning and implementation, standards development and implementation, systems design and programming, technical writing, market and product planning . . . and training.*

Training emerged early as a much-in-demand service when clients recognized that instruction of personnel was a particularly effective part of a Brandon Applied Systems consulting contract. The development of private, in-company courses soon led to a widely accepted group of publicly available courses designed to bring about more effective management and control of computer installations. In 1966 Brandon Systems Institute was formally organized as the training division of the Company. The Institute courses, conducted throughout the year and at several different cities, offer instruction from those senior consultants of the Company who are continually active in the subjects they teach.

Brandon/Systems Press, the publishing division of the Company, produces texts, reference books, special materials and, in cooperation with Moody's Investors Service, Inc., publishes the "Computer Industry Survey," a continuous analysis of the technical and financial aspects of the industry.

In addition to its headquarters and publishing division in New York City, the Company maintains offices in Washington, Boston, Chicago, and London, England, and has affiliates in Scandinavia and Australia.

For additional information about Brandon Applied Systems services, contact any of the offices listed.



BRANDON SYSTEMS INSTITUTE is the training division of BRANDON APPLIED SYSTEMS, INC., the international data processing consulting firm. Instructors for all courses are drawn from the staff of BRANDON APPLIED SYSTEMS, INC., and are senior consultants active in the subject they are teaching.

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